

Media

Talk Back

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The Rise of India's Creator Economy



HOW THE CREATORS OF TODAY
ARE REWRITING THE RULES OF
STORYTELLING



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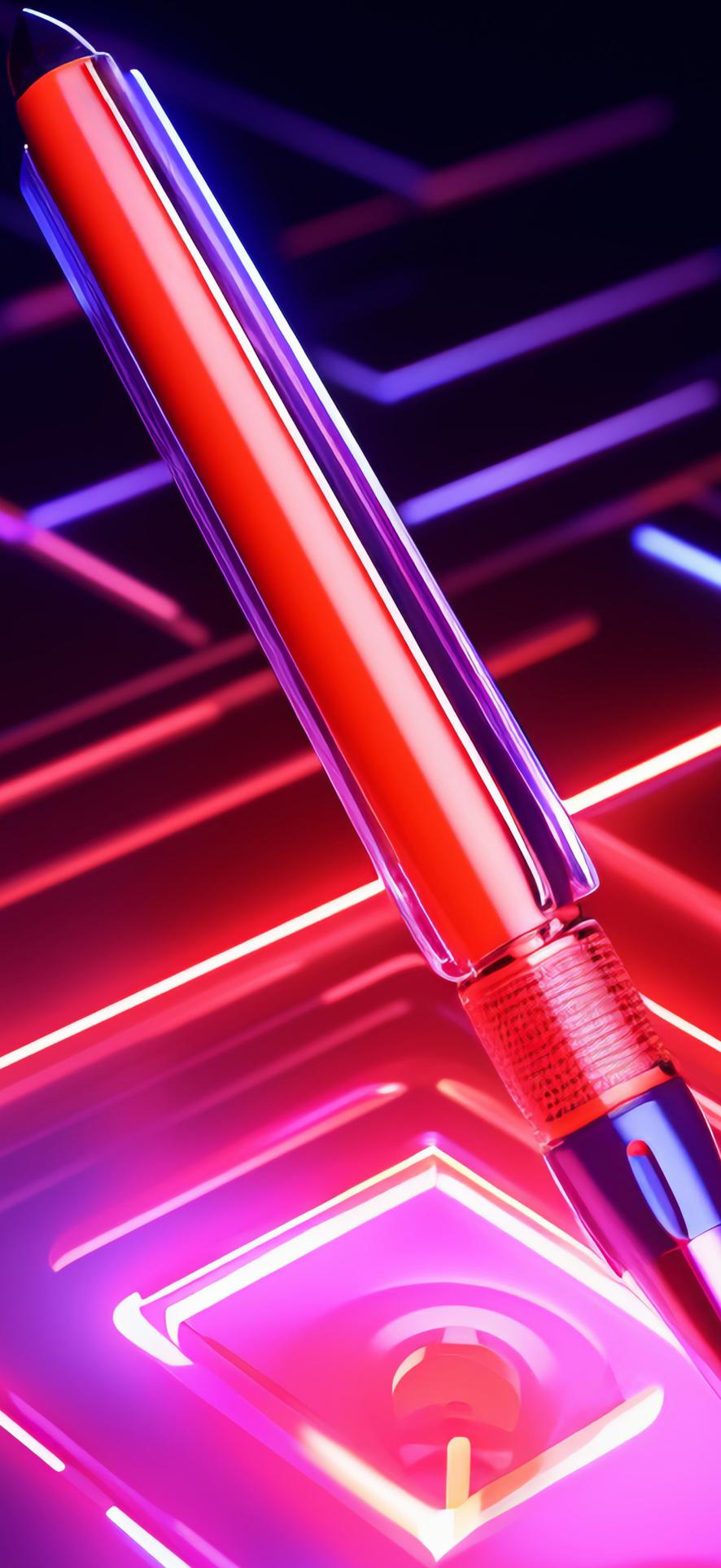
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Chairman's Message

Dear Reader,

The growing prominence of content and interactive platforms has expanded access to creative expression, enabling a wider base of talent to participate in the Media & Entertainment sector. This shift underscores the importance of skill development, structured training, and industry-relevant education in supporting the next generation of creators.

At the Media & Entertainment Skills Council (MESC), we remain committed to strengthening the skilling ecosystem and fostering closer alignment between education and industry requirements.

"The rise of India's Creator Economy" reflects the evolving nature of storytelling in today's digital environment and highlights the opportunities emerging within this space.

We commend the contributors and creators featured in this edition for their role in advancing India's creative economy.

Warm regards,

**Padma Shri
Dr. Shankar Mahadevan**

*Chairman,
Media and Entertainment Skills Council
(MESC)*





Editor-in-Chief's Message

Dear Reader,

The landscape of storytelling is undergoing a significant transformation, driven by the rapid rise of digital platforms and creator-led content.

"The rise of India's Creator Economy" presents a focused view of this shift, where short-form, interactive, and mobile-first formats are redefining how content is created, distributed, and consumed. This edition brings together key insights, emerging trends, and voices from across the creator ecosystem, highlighting the growing relevance of skills, adaptability, and innovation in this space.

As the Media & Entertainment sector continues to evolve, The creator ecosystem is no longer peripheral; it is an integral part of the Media & Entertainment sector, it is essential to recognise the role of structured learning and industry alignment in supporting sustainable growth.

We hope this edition serves as a useful perspective on the evolving dynamics of storytelling in the digital age.

Warm regards,

Dr. Mohit Soni

*Editor-in-Chief,
CEO, Media and Entertainment Skills
Council (MESCC)*



The Ever-Evolving Language of STORYTELLING

Storytelling is as old as humanity itself. Long before glowing screens, printing presses, or broadcast towers, stories were how humans made sense of the world. They were shared around fires, under banyan trees, in royal courts and crowded marketplaces. Stories carried memory, morality, survival knowledge, and imagination. They were not a luxury—they were infrastructure. In ancient India, the Panchatantra emerged as one of the earliest and most effective examples of

strategic storytelling. Designed to educate young princes, its animal fables taught leadership, diplomacy, friendship, and consequence through simplicity and repetition. Its endurance is proof of great content design: modular, memorable, and adaptable. Translated into over 50 languages, the Panchatantra became one of the most widely circulated story collections in human history. At the same time, vast oral epics like the Mahabharata and Ramayana functioned as more than narratives.

They were ethical frameworks, philosophical debates, cultural memory banks, and living texts—reinterpreted with each retelling. Across the world, African griots, Norse skalds, Indigenous elders, and travelling bards played similar roles. Before servers and clouds, stories were stored in people. Passed from voice to voice, generation to generation, storytelling was humanity's original data system.





THE WRITTEN WORD AND THE BIRTH OF MASS MEDIA

THE INVENTION OF THE PRINTING PRESS BY JOHANNES GUTENBERG IN THE 15TH CENTURY MARKED THE FIRST MAJOR DISRUPTION IN STORYTELLING. STORIES WERE NO LONGER BOUND BY MEMORY OR GEOGRAPHY. TEXT COULD BE REPLICATED, DISTRIBUTED, AND PRESERVED WITH UNPRECEDENTED SCALE. BOOKS ALLOWED IDEAS TO TRAVEL CENTURIES. NEWSPAPERS INTRODUCED TIMELINESS TO STORYTELLING—REPORTING THE PRESENT, NOT JUST THE PAST. SERIALIZED NOVELS CREATED ANTICIPATION, TEACHING AUDIENCES TO RETURN REGULARLY FOR THE NEXT CHAPTER. LITERACY EXPANDED, AND STORYTELLING SLOWLY SHIFTED FROM COLLECTIVE PERFORMANCE TO PRIVATE CONSUMPTION. READING BECAME INTIMATE. SILENT. PERSONAL. FOR THE FIRST TIME, STORIES COULD BELONG TO THE INDIVIDUAL AS MUCH AS TO THE COMMUNITY.

SOUND, SCREEN, AND THE RISE OF SHARED ATTENTION

The early 20th century introduced radio—often described as the world's first mass podcast. Voices travelled invisibly into homes, creating intimacy at scale. Families gathered around a single device to listen to news, music, and drama. Radio hosts became trusted companions. Storytelling was no longer just read or heard live—it was broadcast. Cinema took this a step further. Silent films evolved into talkies, black-and-white into color, practical sets into digitally generated worlds. Film transformed stories into immersive experiences, designed to be felt collectively in darkened halls. Movies became rituals, cultural moments, shared references. Television then brought that magic home. Stories became daily companions—woven into routines through sitcoms, news bulletins, reality shows, and long-running dramas. The screen shrank, but its presence multiplied. Storytelling was no longer an event. It was constant.

THE OTT REVOLUTION CHOICE, CONTROL, AND GLOBAL STORIES

Over-the-top (OTT) platforms fundamentally rewired how stories are consumed. Fixed schedules dissolved. Viewers gained control—what to watch, when to watch, and how much to watch. Entire seasons could be consumed in a weekend. Advertising could be skipped. Language barriers softened as subtitles and dubbing opened doors to global content. This era blurred the lines between local and global storytelling. A series made in one country could become a worldwide phenomenon overnight. Algorithms replaced editors. Data began shaping narratives—what gets greenlit, how long episodes run, even where emotional peaks occur. Storytelling became both art and analytics.





THE SCROLLING AGE: Stories in Motion

Today, we live in the scrolling age. Stories are no longer just watched or read—they are swiped, tapped, looped, stitched, and shared. Platforms like Instagram, YouTube, TikTok, and Snapchat have compressed storytelling into seconds without stripping it of impact. Attention has become the most valuable currency. A 15-second video can influence millions. A meme can shape public opinion faster than a front-page headline once could. Gen Z, in particular, has redefined storytelling—

prioritising speed, authenticity, interactivity, and inclusivity. They remix history with humour, turn personal diaries into public narratives, crowdsource endings from comments, and collapse the distance between creator and audience. The storyteller is no longer distant or unreachable. They are immediate. Relatable. Human. The tools have changed—from papyrus scrolls to infinite digital feeds—but the core purpose remains unchanged: connection.

CONTENT IN 2026

Where Storytelling Is Headed

As we move into 2026, content is evolving along several powerful directions:

(1) SHORT-FORM DOMINANCE, LONG-FORM DEPTH

Short-form content continues to drive discovery, while long-form formats—podcasts, documentaries, deep-dive videos—build trust and authority. The future belongs to creators and brands that understand how to use both.

(2) CREATOR-LED MEDIA

Individuals are becoming media houses. Personal brands now command audiences larger than traditional publications. Authentic voice matters more than polished perfection.

(3) DATA-INFORMED CREATIVITY

Algorithms influence reach, but creativity drives retention. Successful storytelling sits at the intersection of insight and instinct.

(4) COMMUNITY OVER VIRALITY

One-time virality is being replaced by sustained communities. Stories that invite participation, dialogue, and belonging will win.

(5) PURPOSE-DRIVEN NARRATIVES

Audiences increasingly expect content to stand for something—values, identity, social impact, or cultural relevance.



This magazine is born from the belief that storytelling is diversifying. In the pages ahead, we will explore how content is created, consumed, monetised, and transformed across platforms and industries. We will decode trends, spotlight creators, analyse formats, and bring insights from professionals shaping media, entertainment, marketing, technology, and culture. Whether you are a creator, strategist, brand, student,

or curious observer, this magazine aims to help you understand not just what is changing—but why. The storyteller today may be filming in their bedroom, editing on a phone, publishing in real time. But their story can travel continents before the coffee goes cold. From Panchatantra To Pixels, storytelling continues to evolve. And this is where we begin documenting its next chapter.

In conversation with Jaswinder Chaudhary, Simran Chaudhary and Rachna Ghai

FROM POST INDUSTRIAL CAREERS
TO POST DIGITIZATION CAREERS

Jaswinder, Simran & Rachna on How Traditional Career Paths Are Evolving



JASWINDER, SIMRAN & RACHNA are interactive content creators in today's digital realm, their journey and thoughts are inspirational and important for every budding creator. At the Delhi Creators Summit, organised by and held at the Indian Institute Of Creative Skills, where leading industry professionals and celebrities connected with today's creators, Jaswinder, Simran & Rachna as an important voice in the influencing space carried the conversations with pieces are the need of the hour.

Pooja Arora: *The Indian society is slowly opening up to introducing Influencing and Digital content creation as a full time profession. There are more career opportunities than merely medical, law or engineering, what is your take on this shift? How has your journey been as an influencer?*

Jaswinder: *When we were in college, at that point of time, commerce, arts, and science were more popular. And like in India, we have engineering, doctor, lawyer; the basic 3-4 things which are taught by parents. But we have creativity inside us.*

Every Indian citizen has that creativity. We have to do something different; maybe that camera, that screen, that journalism, or some art. It always inspires us to do something different. So, at that time, if we had an institute like Indian Institute of Creative Skills, we would have got a direction. We could have convinced our parents that we didn't want to do MBA, or M.Com, or LLB. I am a law graduate now but I didn't want to do LLB. I want to do this now because it is interesting and in fact, down the line, this creative field is growing so much that it is really good to see new people growing.

Simran: *When I started making content, I was in school but we had no direction at that time. I am talking about 2017-18. I never took it really seriously. It was later when I realized things were booming and I was so far behind. So if an institution like this would have existed back then, it would have made it so easy for somebody who is just beginning to explore themselves and understand these things.*

Since childhood, I was very multi-talented and it was so hard to choose a career path. I ended up in psychology but I have so many skills: dancing, singing, cooking, painting, and what not; whether it is useful or just for recreational purposes. Finally, I feel like there is a platform where I can truly be myself and let all aspects of my personality get out. I think people are like diamonds. They have multiple facets. Nobody can be defined with only one thing or just one aspect. So, social media truly gives us a platform where we can totally present ourselves in our totality.

Rachna: *I totally believe in that. If you get an institution for one particular thing which you actually want to do, it's an amazing opportunity. Not only for us but also for new generation parents, because they should also know that there is a proper institution where children will learn the new modern skills, where they will be guided in the right way, and where they will be shown the path; where to go, what to do and how to navigate through all the hurdles along the way. Above all, it is backed up by the government, which in itself is a big thing. Private institutes, there are so many of them these days; but when something is backed up by the government, a lot of confidence and faith comes in it. I personally believe that this is Creators Launchpad because this is the future of the world. Not only in India, but around the world.*

We can get connected within no time. We can

express ourselves in a better way. Above all, every human has something different to share or to tell. Everyone has their own stories. So, people get to know so many new things through this platform. I personally believe it is one of the best ventures and it's going to help a lot of people, definitely.

Pooja Arora: *Great. And we always used to say everyone is a genius and everyone is creative. So here we are trying to nurture creativity and transform that creativity into a real career path. With this, I would like to understand, what do you think about technology changing so rapidly? Now, with technology, ChatGPT, and a lot of other tools, is it helping you in creating your content or making it more attractive?*

Jaswinder: *In my opinion, human intelligence and technology need to go hand in hand. We can take help from technology, we can learn and improve from technology but we cannot remove our natural instinct, our creative instinct, and the way we do things our way. The way we put our intelligence and our heart & soul in any content or any work, that matters. So yes, technology, AI, ChatGPT is very important; but adding human touch is also very important because our audiences are human beings and we need to touch lives.*

It's just not about the number of followers, likes, and views. It's about adding value to the growing



followers or growing community.

Simran: Just like you explained, humanizing the content is very crucial; whether it is made with AI or you have taken it from somewhere. No matter what your source or how you got inspiration, humanizing it and adding your own touch is crucial. If you are not doing that, then it is just like white noise. People will look at your content, and it will be so similar and superficial that they will not be able to engage with it or relate to it. To make that relation and engagement is crucial because it is not about how many people are looking at you, but how many people can relate with you and engage with your content.

Rachna: I second that thought, with technology, no matter whatever our thought or thinking process might be, we can beautify things and present them in such a way that people get attracted towards it. Previously, things were more raw. They were just as they are. But now, with technology; with frames, filters, background music, songs, we can put it across platforms in a better manner. That adds value to the content, making people more attracted towards it. For example- a clipping without music is just mute, but when you add some music, a little bit of special effects. It comes out in a better way. So, I believe it is actually helping us, but we should know where to draw the line.

Pooja Arora: You have to relate to the audience, you have to reach their heart and bring your creativity out. At the same time, technology is supporting in making it crisp, editing, and refining. What is one mantra you want to give to the next generation of creators, people who aspire to be in the media and entertainment sector?

Simran: First, don't quit. No matter how it looks, sometimes even when it's going great, we think, "Yeah, it's

going great, I can take a break." You should not take a break. Just be consistent, no matter what your pace is. You missed a day, two, a week- that's fine but don't sloth off. Just be consistent and don't let negativity reach you, because once it's here, you cannot get it out.

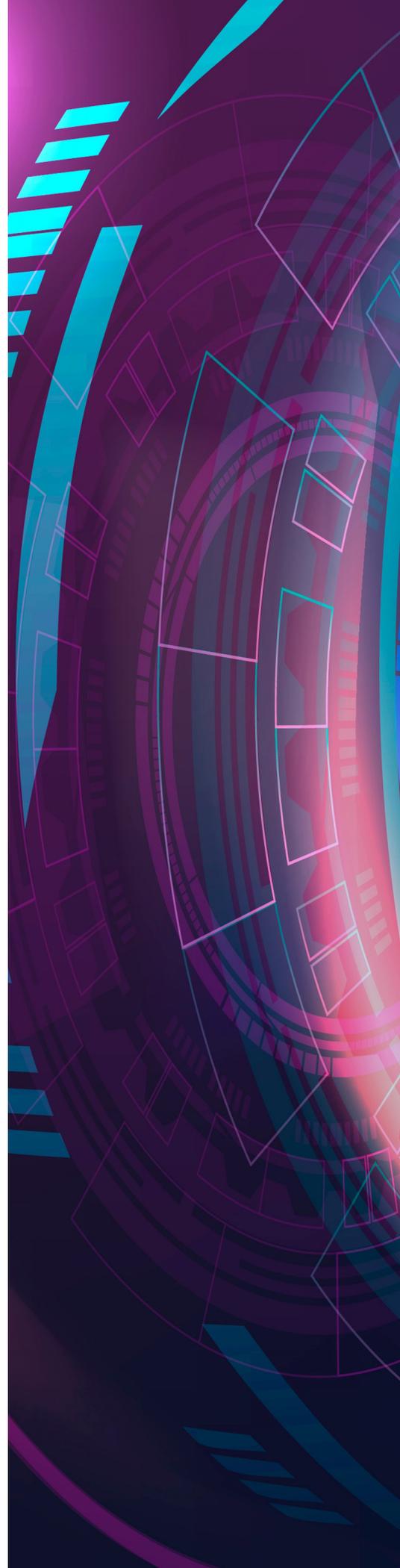
Second, You have to understand that people giving you hate or negativity don't know you, don't know your vision, and do not relate with it. So you should not relate with them either. Just be consistent, no matter what.

Jaswinder: My mantra is be yourself. Be natural. Do what you like because the number game never ends. Whether it is school, college, content creation, salary figure, sales- the number game never ends.

Be yourself. Be satisfied with what you do. I've heard a lot of people saying that content creation is a fake world. The Internet is a fake world, but I believe there are a lot of genuine people in this industry as well, like in other industries. There are good people in every industry and I believe in the power of goodness, positivity, and the almighty.

Rachna: I believe that whatever you are sharing or creating should have reality in it. Many people come to me saying they get inspired when they see me because I don't do things just for the sake of it. If I'm working out, I'm doing it anyway. If I'm playing with my kid, I'm doing it anyway. If I'm organizing my house, I'm doing it anyway.

What I'm portraying is reality so people connect easily. If you fake it, after a while people get it. There's nothing natural in it. If you share your real experiences, people will connect and like your content.





NITISH YADAV is an interactive content creator in today's digital realm, their journey and thoughts are inspirational and important for every budding creator. At the Delhi Creators Summit, organised by and held at the Indian Institute Of Creative Skills, where leading industry professionals and celebrities connected with today's creators, Nitish as an important voice in the influencing space carried the conversations with pieces are the need of the hour.

Nitish Yadav on How I went from 9–5 work life to turning my creative passion into my profession

Q: Can you tell us how your journey as a creator began?

Honestly, I never planned on becoming a creator. Like many others, I was in a corporate job before. But I always had a deep interest in travel and fashion. During the lockdown, when I left my job, I finally got the time to travel and started documenting my journey. Along the way, I worked on my sense of fashion and styling, something I had always been passionate about. I began sharing my content online, and when people appreciated it through likes, comments, and engagement, I felt encouraged to continue. That's how my journey into fashion and lifestyle content creation began.



Q: That's a big switch- from corporate life to fashion and content creation. What made you choose fashion as your niche?

Fashion and styling were always a part of me. I enjoyed putting together looks, showing how elegance can be achieved with both luxury and budget-friendly fashion. Combining fashion with travel gave me the perfect platform to express creativity. It wasn't just about outfits—it was about showing people how to carry themselves with confidence and style, no matter the price tag.

Q: Was there a moment that truly pushed you into this career?

Yes, actually. When I was in my corporate job, I once requested leave to travel, but my HR

denied it, saying senior staff had already gone. That moment hit me hard. My friends and I ended up resigning and going on a trip. We created content during that journey, edited it, and posted it online. The response was amazing, and that was my real beginning as a creator. Looking back, I always thank that HR—because in a way, that denial pushed me toward my true calling.

Q: Do you remember your first brand collaboration?

Yes, very clearly. I had just around 50–60 followers when a brand approached me with a T-shirt worth ₹700. For me, it wasn't about the money but the opportunity to showcase my

style. I gave it my best shot and built my journey from there. Today, for a 30-second video, brands pay in lakhs, but that first ₹700 deal will always be special because it was the start.

Q: Incredible growth! What advice would you give aspiring creators who want to make this a profession?

There are three key things:

- **Consistency:** In the beginning, views may be as low as 5 or 50, but every single follower counts. With time, 5 views can grow into 5 million.
- **Patience:** Growth doesn't happen overnight. It takes years of dedication to build an authentic audience.
- **Originality:** Trends can give you a boost, but ultimately, it's your unique content and creativity that will make people

remember you.

Also, never underestimate social media. It has democratized opportunity. In the past, talent needed connections or sponsors. Today, if you have talent, you can showcase it to the world with just a phone.

Q: What has been a highlight of your journey so far?

There are many, but one that stands out is shooting content for the Indian government across 12 cities. It combined my love for travel with my passion for fashion. Another highlight was at an expo where thousands of people paused to let me shoot, it was surreal to feel that respect and recognition. Those moments remind me how far I've come.

Q: Finally, what would you say to Nitesh from 6-7 years ago, just starting out?

I'd tell him: "Trust yourself. Stay consistent. The path may be uncertain at first, but your passion will create opportunities you can't even imagine." My brand ClassyVogue was born from my belief in timeless, elegant, and accessible fashion. I'm proud that the name and vision have stayed the same since day one, and I wouldn't change it for anything.





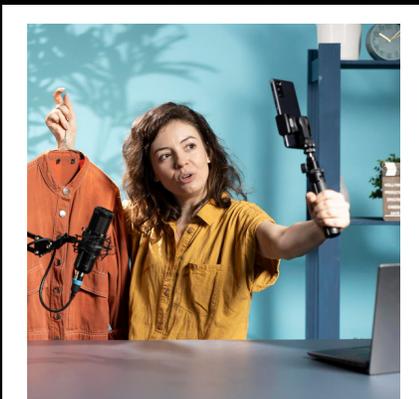
SKILLS = POWER

The vertical smartphone screen has become Gen Z's storytelling stage. In 2024, Gen Z users alone spent an average of **86 minutes per day on TikTok**, and when you add Instagram Reels and YouTube Shorts, the time devoted to bite-sized stories rockets even higher - a profound shift not just in entertainment, but in how narratives are shaped, consumed, and shared.

Every swipe delivers quick bursts of authenticity paired with trendiness and emotional resonance. These shorts craft an immediate connection - informative, humorous, or often both - so efficiently that the audience feels satisfied before scrolling to the next clip.

Globally, short-form content is skyrocketing. In India, the short-form video ecosystem continues to boom - with around **250 million monthly users**, and average daily use clocking in at **30 minutes per person** ETBrandEquity.com. Bain & Company projects that by 2025, India's market will swell to **650 million users**, spending **55-60 minutes daily** and contributing to **80-90 billion** total watch hours Business Insider IndiaETTelecom.com. Across the globe, users spend around **80 minutes per day** on short videos, and platforms see **25+ more engagement per minute** than long-form content SimpleBeenCoolest Gadgets.

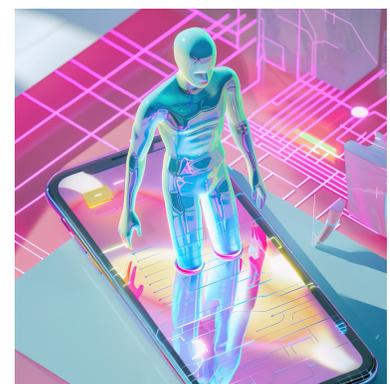
Short-Form Video Reign: THE SC STORIES



Micro-Vlogs
Life Condensed



Reel Films
Narrative in One Swipe



AI- Altered Videos
Imagination Amplified

WHY SHORT-FORM DOMINATES

- **Relatability:** No filtered perfection - just real, sometimes messy stories.
- **Interactivity:** Duets, stitches, polls, and comments turn viewers into participants.
- **Trend Alignment:** Viral challenges and trending audio create instant cultural tie-ins.
- **Cross-Platform Fluidity:** What starts as Reels can become a LinkedIn insight or a YouTube deep dive.

DID YOU KNOW?

#LearnOnTikTok Views

Over **200 billion** views globally [Sociopuff](#)

Video Length Retention

Content **≤90 seconds** retains about **50%** of viewers [Coolest GadgetsZelios](#)

Engagement Boost

Short-form clips drive **2.5* more** engagement than longer videos [SimpleBeenCoolest Gadgets](#)

Platform Reach

India alone hosts **328.9 million** YouTube Shorts users, the largest global share [vooma.ai](#)

ROLLING



Micro Tutorials
Skills in sixty seconds



Edutainment
Teach me with a laugh

"SHORT-FORM CONTENT ISN'T ABOUT ATTENTION SPANS DYING - IT'S ABOUT MAKING EVERY SECOND COUNT."

GEN Z DOESN'T JUST WATCH STORIES - THEY CO-CREATE THEM.

ACROSS INDIA, STORYTELLING HAS SHIFTED FROM ONE-WAY BROADCASTS TO COLLABORATIVE, REAL-TIME EXPERIENCES. WHAT USED TO BE "AUDIENCE" IS NOW AN ACTIVE CREATIVE WORKFORCE: VOTING ON PLOT TWISTS, REMIXING SCENES, CONTRIBUTING FAN ART, AND EVEN CO-WRITING FINALES. THIS IS NOT ONLY A CULTURAL CHANGE – IT'S A NEW CREATIVE ECONOMY POWERED BY PLATFORMS AND TOOLS THAT MAKE PARTICIPATION INSTANT AND MEANINGFUL.

PLATFORMS DRIVING CO-CREATION IN INDIA



Local short-video apps such as **Josh**, **Moj**, **MX Takatak** and others filled the gap after TikTok's 2020 ban and now host massive interactive communities - Josh alone reports ~179 million monthly active users, many consuming and contributing content in local languages across tier-2 and tier-3 cities, which makes community storytelling highly regional and culturally specific.



TikTok, **Instagram** and **Reels** remain central for interactive formats (poll stickers, Q&A, live votes, duet and stitch features). TikTok's "Story Selection" and similar interactive ad/engagement tools let creators and brands offer branching experiences where audiences literally pick the next clip - a capability increasingly used by Indian creators and marketers to test ideas and co-create narratives with fans.



Discord & **Telegram** act as the backstage writers' rooms for Indian creators. While WhatsApp remains for casual groups, Discord servers - once niche to gamers - exploded in India during the pandemic and are now used widely by indie creators, podcasters, musicians and micro-studios to incubate story ideas, run fan-theory channels, host listening parties and organize serialized role-play. These servers keep creative work persistent: threads, pins, and bots let creators collect fan submissions, run polls, and reward contributors.



Interactive media and audio: platforms such as **Eko** provide branching interactive-video tech (choose-your-own-ending style), while Indian audio apps like **Pocket FM** are experimenting with serialized, user-led audio dramas and contests that invite listeners to submit plotlines - effectively turning listeners into co-authors and even talent scouts for new series. Pocket FM's growth shows how audio storytelling can scale community participation across languages and regions.

HOW CREATORS ARE USING INTERACTIVITY - INDIA EXAMPLES

Real-time voting series. Several Indian creators run serialized micro-dramas where each episode ends with a poll: followers vote and the creator scripts the next short around the result. This format has been used by indie filmmakers to pilot episodes and by micro-channels to drive weekly engagement (Common on Reels, Moj and Josh)

Crowd-built worldbuilding. Fan communities on Discord and Telegram collaborate to create shared canons - from fan art to backstories and in-universe rules - then creators incorporate the best fan ideas into official episodes. This deepens loyalty and creates organic advocacy.

Audio contests and crowdsourced scripts. Pocket FM and similar platforms run writing challenges and prize contests where listeners submit scenes or endings; winning entries are produced as episodes. This democratizes storytelling and surfaces regional voices in Hindi, Tamil, Bengali and more.

Brand + creator co-creation. Brands in India use interactive stickers and polls to co-create campaigns (product testing via votes, narrative ads where followers pick the hero). Eko and other interactive vendors also document campaigns where shoppers choose video paths that end in store pages - a fusion of storytelling and commerce.



Interactive & Community Storytelling

WHY THIS MATTERS FOR INDIA

India's linguistic diversity and mobile-first audiences make interactive storytelling especially potent: creators can localize choices, invite regional input, and scale community authorship across dozens of dialects. Co-creation builds ownership, fans who helped write a chapter are likely to promote it, attend virtual events, buy merch, or subscribe to paid channels. But it raises editorial questions too: balancing creator vision with fan demands, moderating large communities, and maintaining narrative coherence when many hands shape the tale.

Deeksha on - When Digital Visibility for Music Turns Into Real Opportunities



DEEKSHA is an interactive content creator in today's digital realm, their journey and thoughts are inspirational and important for every budding creator. At the Delhi Creators Summit, organised by and held at the Indian Institute Of Creative Skills, where leading industry professionals and celebrities connected with today's creators, Deeksha as an important voice in the influencing space carried the conversations with pieces are the need of the hour.



Q: Deeksha, what inspired you to pursue music and how did your journey begin?

Thank you for having me. Music has always been a part of my life—I was born into a musical family. My father was the first commercial singer from Himachal Pradesh and had several hit songs. Growing up, I would hum, imitate him, and even correct him sometimes. My parents realized early on that I had a natural ear for music.

At school, a music teacher noticed my talent and would often include me in senior competitions despite my age.

Winning those contests gave me the confidence I needed, even though I had never formally trained.

Initially, I wasn't sure about choosing music as a career, but with the support of my parents and teachers, one opportunity led to another.

Indian Idol was a turning point—I entered casually, without much expectation, and ended up as a finalist. That experience made me realize the scope of music as a profession and helped me take it seriously. From there, I began performing worldwide and eventually moved to Mumbai to explore Bollywood. Though it was challenging, I learned music production and sound engineering along the way. During the pandemic, I recorded my own songs from home, which led to a call from music director Charan Bhatt. That collaboration gave me my first mainstream release "Maangta Hai Kya", followed by several other songs.



Q: You didn't undergo formal training, but do you feel professional institutes like the Indian Institute of Creative Skills could have shaped your journey differently?

Definitely. If I had known about such institutes earlier, I would have joined without hesitation. Natural talent is important, but structured training, mentorship, and networking can make the journey smoother and faster. The learning stage, especially during school and college, is when one should explore and refine skills. Later, once you're in the industry, time becomes limited, so early training is invaluable.

Q: What message would you like to share with aspiring artists?

Every artist's journey is unique, but there are a few universal truths:

- **Consistency is the key:** Don't stop after one rejection. Keep singing, recording, and performing.
- **Stay connected:** Build relationships with industry professionals and maintain those connections. Sometimes, success comes from being remembered at the right time.
- **Use social media wisely:** Today, you don't need to wait for opportunities—platforms are available to showcase your work to the world.
- **Find your guru:** A mentor or guide is essential to help refine your craft and give direction.
- **Be patient:** Success doesn't come overnight. For some, it takes years. The important thing is to stay true to your art. If you follow excellence with consistency, success will naturally follow.



Types of Niche Influencers & Communities Thriving in India



Momfluencers

From parenting hacks to organic baby food recipes, Indian momfluencers like Shruti Arjun Anand or Harpreet Suri (@momwearsprada) have built spaces where new parents exchange tips, share struggles, and celebrate milestones. Their audience may be smaller compared to Bollywood stars, but their recommendations ; from prams to preschool choices, are taken as gospel by their followers.



Fandom-Specific Creator

From Marvel breakdown channels to K-drama reaction reels, Indian fandom creators have built spaces where enthusiasts dissect plot theories, share fan art, and trade memes. On platforms like Discord and Telegram, these fandom hubs feel like digital campfires.



Gaming & Esports Streamers

Micro-gamers on YouTube Gaming and Loco; think Mortal, PayalGaming, and K18 Gaming - have cult followings. These aren't faceless audiences; fans hang out in Discord servers, join custom rooms, and even help co-create gameplay challenges. For Gen Z, gaming is a community identity.



Food & Hyperlocal Cuisine Influencers

Creators like Archit Agarwal (@lifeofsimpletreats) have tapped into micro-communities obsessed with hyperlocal dishes - from Nagaland's smoked pork to Indore's poha-jalebi. This isn't about generic "Indian food content"; it's about owning one niche and being the go-to source for it.



Cottagecore & Slow Living Influencers

In the chaos of urban life, creators like Shivya Nath and Kritika Goel promote mindful travel, slow fashion, and eco-friendly living. Their visual storytelling creates an aspirational yet accessible narrative, especially for urban Indians seeking minimalism and sustainability.





WHY MICRO BEATS MACRO FOR GEN Z

- **Trust over reach:** *Smaller creators engage in DMs, reply to comments, and host niche AMAs.*
- **Cultural specificity:** *Instead of generic trends, micro-communities thrive on local humor, slang, and references.*
- **Collaboration culture:** *Many niche creators regularly feature each other, cross-pollinating audiences without competing.*



WHEN YOU'RE SMALL ENOUGH TO KNOW 80% OF YOUR AUDIENCE BY USERNAME, YOUR CONTENT STOPS BEING 'CONTENT' AND STARTS BEING A CONVERSATION.

PRO TIP

Brands are now chasing these micro-worlds, because influence here feels like a friend's recommendation, not an ad. Whether it's a Discord for sneakerheads or a Telegram group for exam prep memes, the most powerful communities aren't the biggest - they're the most invested.

Understanding how beauty influencing became a full-time profession



PRAKSHI RAWAT a multi-talented creator whose journey spans from excelling in sports at the national level in Lawn Tennis, International Yoga, and Athletics, to showcasing her love for performance through dance and stage acts. Her passion for expression naturally flowed into fashion and digital media, where she has collaborated with 100+ brands as a fashion influencer. Recognized as Influencer of the Year 2025 by the Indian Institute of Creative Studies and crowned TGPC Talent of the Month 2025, Prakshi continues to shine in fashion, modeling, and now YouTube. At her core, she is a dynamic creator weaving sports, performance, and fashion into impactful storytelling.

Pooja Arora: I'd like to know more about your journey as a beauty influencer. How did you start?

Prakshi Rawat: Back when I was in my school, I was into sports and everything. At 13, something sparked in me. I had a knack for beauty pageants. I decided at 16 that I wanted to be on Instagram and post my stuff and relate it to my interest, my poses and my knack for fashion. I started at 16 and I was a micro-influencer then. At 17, I hit 12K followers. Back then it was very difficult and a different industry. So I basically started with the intention to get into beauty pageants and modelling myself. That's how I started my journey.

Pooja Arora: How much of a difference do you think it would have made if you got the opportunity to learn from the industry experts and get on-the-job training at institutions like Indian Institute of Creative Skills?

Prakshi Rawat: I always thought that if I could get a guide it'll all be much easier because I was really young when I started. I always thought that if somebody could guide me towards my content, towards whom to connect with it would've been a smoother journey till this point. I think when we started early in 2018 and 2019, it was a very different world. Digital media was just booming. So I think the guides and mentors, now people have access to, would have been a great help because they (mentors and guides) would have taught us etiquettes for cameras, the art of speaking, how to connect with your audience and everything about being an influencer.

Pooja Arora: What is the one mantra you would like to give to the next creator?

Prakshi Rawat: I think for the next creators, new generation creators, I would definitely say, do come to the Indian Institute of Creative Skills if you are really passionate about going into content creation space or dancing or singing because having a mentor does help in the long run.

PRO TIP

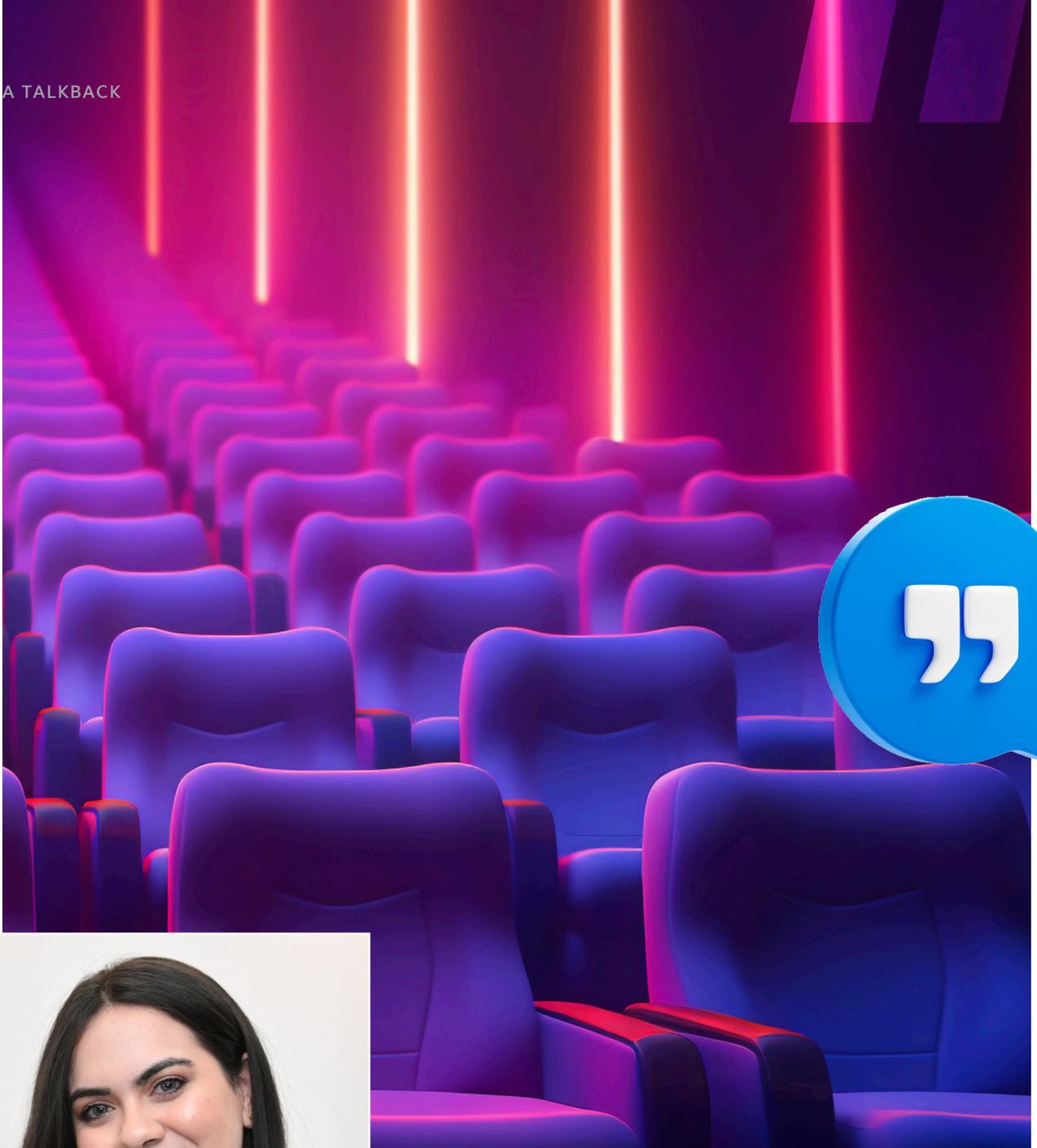
Along my journey, I learned two big lessons and those are my mantras for success-

CONSISTENCY

Social media demands regular posting, whether daily or at least once in 48 hours. No matter your personal circumstances, you must stay visible.

ETHICS

Never show one face on camera and another in person. If people meet you and find you completely different, it's a huge turn-off.



KASHISH KANWAR is an interactive content creator in today's digital realm, their journey and thoughts are inspirational and important for every budding creator. At the Delhi Creators Summit, organised by and held at the Indian Institute Of Creative Skills, where leading industry professionals and celebrities connected with today's creators, kashish as an important voice in the influencing space carried the conversations with pieces are the need of the hour.

How to choose Acting in the Age of Visibility

Q: Tell us a little about your journey. How did you decide to enter performing arts, and how did you reach the level you are at today?

Honestly, I still consider myself at a very early stage, and there is a long way to go. To be frank, I never planned to be here. I was always very active in school. I loved participating in competitions, whether it was poetry, storytelling, or stage performances. At home, I would often wear my mother's sarees, apply makeup, and pose in front of the mirror, just like any other child exploring creativity. It was actually my mother who recognized this spark in me. One day, while reading the newspaper, she came across an audition notice for the India Kids Fashion Week (IKFW). Without telling me much, she bought me new clothes, dressed me up, and we went for the audition. To my surprise, I was selected and even got to be the showstopper alongside Karishma Kapoor. That moment was completely unexpected, but it changed everything.

Later, my mother arranged for my first portfolio with Mr. Praveen Bhatt. I had no idea about the industry back then, it was entirely her initiative. In every interview and podcast I have done, I always mention her because if it wasn't for her, I wouldn't have started this journey. She has been my constant support system, whether it was balancing school with acting or being with me on sets, including during the shoot of *Mission Majnu* in

Lucknow. She has truly been my pillar of strength.

Of course, a small part of the credit also goes to me, because I have always been comfortable in front of the camera. But yes, I believe this is just the beginning. There is still a long way to go.

Q: You mentioned your mother. Do you feel your family background influenced your path?

Absolutely. My grandmother was from the same batch as Ela Arun at the National School of Drama. My mother, too, worked with Barry John in her early days. Both of them were deeply passionate about performing arts, but they never got the opportunity to pursue it professionally. I feel that passion has been passed down to me—it's in my genes.

Even today, I consult both my mother and grandmother before auditions or shoots. They guide me, share feedback, and encourage me to keep improving. Their experience is a huge advantage for me. I consider it a blessing to have such a strong creative foundation in my family.

Q: You didn't take formal training, but your talent is natural. If you had the opportunity to learn at a professional institute like the Indian Institute of Creative Skills, how would it have impacted your journey?

It would have made a big difference. Institutes like the Indian Institute of Creative Skills provide structured learning, mentorship from industry experts, and professional exposure. If I had received this kind of training earlier, I believe my journey would

have been smoother and perhaps faster.

Skill development is extremely important in creative fields. Natural talent is a blessing, but professional training refines it and helps you adapt to industry standards. So yes, if I had the chance, I would have definitely joined, and I think it would have been a huge advantage.

Q: Many young people look up to you and want to enter acting, television, films, or theatre. What advice would you give them?

My first advice would be: if you have the chance, join a good institute like the Indian Institute of Creative Skills. It gives you the right environment, the right mentors, and prepares you for the real world.

But beyond that, the most important mantra is consistency. You have to be consistent in your efforts. There will be auditions you don't like, scripts you aren't excited about, but even then, participate. Step out of your comfort zone. Every new role and every new attempt refines your skills.

Opportunities won't always come to you. You have to create them. Stay disciplined, keep practicing, and keep learning. One day, it will be your day. Success will eventually follow if you chase excellence with consistency. Whatever you do, do it with full dedication. Keep learning, keep growing, and never stop working on your skills. That is the key to long-term success.





How Digital Platforms Changed the Way We Work and The Internet as Infrastructure for Careers

In conversation with Shirin, Abhimanyu and Poshak

INTERVIEW BY ROSHNI SEHGAL,
INDIAN INSTITUTE OF CREATIVE SKILLS



SHIRIN is an interactive content creator in today's digital realm, their journey and thoughts are inspirational and important for every budding creator. At the Delhi Creators Summit, organised by and held at the Indian Institute Of Creative Skills, where leading industry professionals and celebrities connected with today's creators, Shirin as an important voice in the influencing space carried the conversations with pieces are the need of the hour.



ABHIMANYU is an interactive content creator in today's digital realm, their journey and thoughts are inspirational and important for every budding creator. At the Delhi Creators Summit, organised by and held at the Indian Institute Of Creative Skills, where leading industry professionals and celebrities connected with today's creators, Abhimanyu as an important voice in the influencing space carried the conversations with pieces are the need of the hour.



POSHAK DUA – The Mentalist & Head Hacker

Poshak Dua is a professional mentalist and self-styled "Head Hacker" from India. Known for blending psychology, body language, suggestion, hypnosis, and comedy, he creates interactive experiences that feel like real mind reading and psychological influence. Winner of YouTube's India's Got Latent, Poshak has performed at live shows, corporate events, and across digital platforms. His collaborations with actors like Abhishek Banerjee and Saqib Saleem, and comedians including Dolly Singh and Rahul Dua, have reached lakhs of viewers online, establishing him as one of India's most exciting new mentalism performers.

Roshni Sehgal: Our readers are really excited to know, what has been your journey so far, what inspired you to join this industry as a content creator, and what has been your most memorable moment so far?

Shirin: Talking about my journey, it started back in school, because that is when I realized that I am born to entertain people. That's something that gives me immense joy. It began with being part of the annual day and doing the lead role, which took me towards my dream of being an actor. Post school, I joined Kirori Mal College in the ECA quota for Dramatics. That took me to Mumbai, and I have been in Mumbai since 2012. I started my career with the show *Yeh Rishta Kya Kehlata Hai* on Star Plus, which was just the beginning. I was blessed to be part of such a big show.

After that, I never looked back. I did web series, films, and the journey kept going. Then came the pandemic. I missed working because I was the person who woke up at 7, reached the set at 8, and came back by 11 at night.

I'll thank my mom for this. She told me: "You're an actor, you have a phone, you have lights in the house, and you have talent. Everyone is doing their bit, grocery workers, doctors, house help, so you do your bit. In this stressful time for the country, entertain people."

So I picked up my phone and started creating content, though I didn't post initially. During this time, my parents decided it was the perfect time to get me married! Post marriage, I posted a few content pieces without much thought, and things happened organically. My audience welcomed me with open arms, my content went viral, and I got the motivation to continue.

Acting has been my first love and always will be, but content creation is something my audience has chosen for me. So here I am, creating content and following my first love at the same time.

Roshni: Abhimanyu, How has your journey been? Were you always certain that you wanted to become a travel influencer?

Abhimanyu: I come from a simple middle-class family. After completing school, I did a B.Tech in Computer Science. After that, I started working as a software engineer.

Two-three years later, I realized I didn't like the monotonous life. I pursued law from Delhi University and started practicing. During lockdown, I was watching videos and movies, there were several law-related informational videos too. Friends told me: "As a lawyer, you have knowledge, plus you have a background in computer science, why not make videos?" Initially, I loved traveling, so I focused on that. Later, I thought, India is full of different cultures and people, so why not create videos about that? That's what got me into content creation. I'm still in my initial stage, but I'm learning every day.

Roshni: Poshak, how has your journey been as a magician and a content creator?

Poshak: Just like Abhimanyu, I was born in a middle-class family and lived in Delhi all my life. I recently shifted to Mumbai, so that journey has just started.

As a kid, my mom raised me to be very sweet and nice, which in hindsight, is not the best strategy in Delhi. I was often compared for my clothes and shoes, which I couldn't afford at the time, and I was bullied. The only thing I had was my mind, so I figured out how to protect myself.

That's when magic came into my life. I started reading magic books, watching shows, and learning tricks, how to make a coin disappear, a card tricks, and reading body language. Every time a magic show was coming on TV I

would watch those shows and try to figure out how the magician did it. I began performing in my school and park as a 7-8-year-old. It protected me from bullying and became a hobby.

By 10th-11th grade, I was participating in reality shows. Eventually, I started traveling across India to perform. Content creation became a way to market myself and reach audiences worldwide.

Roshni: In the content creation world, if back then you had a formal degree, diploma or academic learning, would it have impacted your journey?

Shirin: Knowledge and education are always good. Content creation is booming and having professionals and institutes to guide you makes the journey easier. Social media is not just Instagram, it's scriptwriting, editing, knowing trends, camera work, lighting. On sets, 40-50 people do these tasks; here, you do them alone. So yes, education and experience will make you shine brighter.

Poshak: I would've saved a lot of money on editors if I had known the skills! Jokes aside, editing is a tough job, and I respect editors a lot. Institutes also provide networking opportunities, where you meet other creative people. When I started, I was alone in my journey and had to build a network from scratch.

Abhimanyu: When we were in college, we didn't know how to use cameras or tools. Now, kids have mentors to guide them on what's right or wrong. Digital creation is an important part of society, and it's good to have proper guidance for it.



The Toolbox of Gen Z Creators

Mobile editors

(speed, templates, social-ready)

Instant publishing, template-based trending formats, text/caption-first workflows.



Key examples & how they work:

CapCut- a clip/timeline editor with heavy AI features like auto-cut to beat, auto-captions, background removal, AI text to video and AI voices. It's built to let creators go from phone footage to a trend-ready Reel in minutes by layering filters, motion text and pre-made transitions. CapCut operates freemium + Pro tiers & free core app; Pro unlocks premium effects, more AI features and higher export quality. The company actively markets short Pro trials.

InShot / VN / Alight Motion- streamlined editors combining timeline editing, mobile motion graphics, subtitle templates and export presets tuned for Instagram/YouTube. They're almost always freemium: free exports contain watermarks or limited features, with monthly/annual Pro unlocks.

Typical pricing pattern:

Free entry then monthly or annual premium for Pro. For creators who post daily, the paid tier is usually justified by time saved and trend responsiveness.

Desktop editing, color and VFX

(polish & long-form control)

The reasons creators use them are fine-grained timeline control, pro codecs, multicam, advanced color grading and VFX.



Key examples & how they work:

Adobe Premiere Pro/ After Effects, industry-standard NLE and motion-graphics suite- Premiere handles multicam, proxies and complex timelines; After Effects does compositing, advanced motion graphics and animation. Adobe has shifted product bundles toward AI-enabled "Pro" tiers with expanded generative credits (Adobe Firefly integrations) and changing price tiers, expect per-app subscriptions (~\$22.99/month for individual apps) or all-apps Creative Cloud bundles with significant price/feature changes tied to included AI credits.

DaVinci Resolve- it offers a very powerful free version (edit, color, Fairlight audio) and a one-time paid Studio license (~\$295) for advanced AI tools, multi-GPU and proprietary film features. For creators who want pro color and a low long-term cost, Resolve's free tier is hard to beat.

Final Cut Pro (Mac)- one-time purchase model favored by many creators on Apple hardware; great for fast rendering and tight Apple ecosystem workflows.

Typical pricing pattern:

subscription (Adobe) vs one-time license (Final Cut historically, Resolve Studio), choice depends on whether the creator values predictable updates/AI services (subscribe) or a low long-term cost (one-time).

*What they use,
how it works,
and what it costs*

Gen Z creators build attention fast by mixing raw authenticity with surgical editing. Their toolset looks less like single pro suites and more like an ecosystem. Nimble mobile apps for trend-driven Reels/Shorts, desktop apps for polished uploads, and cloud/AI services that accelerate ideation, captions, voiceovers and even whole videos. Below is a breakdown of tools into practical buckets (mobile editors, desktop NLEs & effects, AI-first studios, audio & podcasting, and creative/CMS tools), explain how each type works, and summarise real subscription models you'll encounter.

AI studios

(text to video, generative assists)

The reasons why creators use it are to speed up conceiving, create assets that would otherwise need crews, automate captions/voiceovers or quickly generate B-roll.



Key examples & how they work:

Runway- web-based AI suite for text→image, text→video, background removal, inpainting and generative editing. Runway sells free starter credits and paid tiers that provide more generation credits and collaboration features; many creators use it for VFX, scene edits and quick creative experiments. Its pricing is credit-based for heavy generative video usage.

Descript- lets you edit video/audio by editing text (a transcript is your timeline). It includes Overdub voice cloning, filler-word removal and multitrack editing aimed at creators/podcasters. Descript runs freemium Hobbyist, Creator & Pro tiers with increasing transcription hours, AI features and watermark-free exports. Creator-tier pricing is in the ballpark of teens-to-low-tens of dollars per month depending on billing.

AI video generators & avatar tools (Synthesia, Pika, Runway variants), often credit- or minute-based, provide quick explainer videos or avatars in many languages; useful for creators repurposing long interviews into short multilingual cuts.

Pricing patterns:

credits/minutes are common for heavy generative tasks; free trials + steep pay-per-use for creators who push AI video hard.

Audio, music and voice

(podcasts, music beds, studio polish)



Why creators pick them is because of the clean voice quality, music beds and efficient podcast workflows.

Key examples & how they work:

Descript again (Studio Sound, Overdub), Adobe Audition, Logic Pro / GarageBand, Ableton / FL Studio for music producers. Podcast platforms and DAWs vary from free/basic (Audacity, GarageBand) to subscription/pro (Logic is one-time on Mac App Store historically; Adobe Audition sits inside Adobe subs). Descript packages audio-recording features into its same tiered pricing, handy for creators who need both transcript editing and audio polish.

Design, thumbnails, captions & management



Thumbnails + captions = discovery; templates speed output.

Key examples & how they work:

Canva- template-first design for thumbnails, carousel posts, stories and short animated clips; offers a generous free tier but many creators upgrade for brand kits, premium stock and Magic Studio AI image tools. Canva is freemium with Pro/Teams/Enterprise tiers, recent years have seen price movement as AI features were introduced.

Notion / Airtable / Later / Buffer- content planning, asset libraries and scheduled posting. These tools are generally SaaS with freemium plans and paid tiers for team use / integrations.

The new way of CAPTURING A MOMENT

1.

Capture on phone
(smartphone + gimbal).

2.

Rough edit & trend
polish on CapCut/ VN
(same day Reel)

3.

Export longer cuts to
Premiere/Resolve for color/
clean audio & multicam.

4.

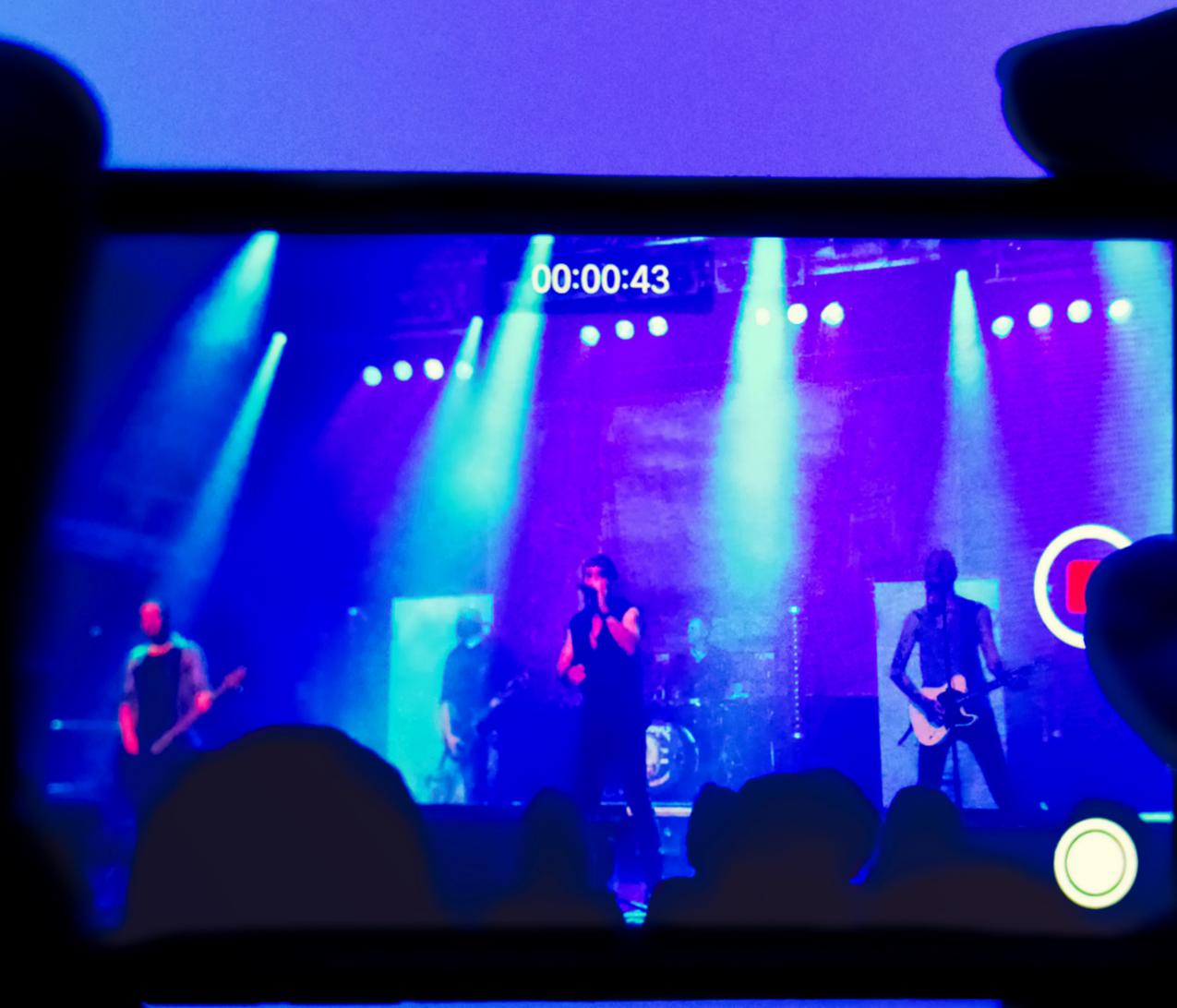
Use Descript for edits/
transcript-based cuts and
Overdub voice fixes.

5.

Generate supplementary
assets (B-roll or thumbnails)
in Runway / Canva.

6.

Publish and schedule
via platform native or a
scheduler.



PRACTICAL BUYING TIPS FOR CREATORS

If the budget is tight: use CapCut + DaVinci Resolve (free) + Canva free, Covers most needs at zero cost. Resolve Studio is the single best one-time spend if you need advanced features.

If you scale to team/agency level: expect recurring costs (Adobe Pro bundles, Runway credits, Descript Creator/Pro), plus storage and cloud collaboration fees , watch for AI-credit bundling and recent price changes.

Creativity, AI, and the Future of Content Creation



MITALI SAIGAL, a dynamic travel and lifestyle content creator who began her journey in 2021. Starting with skincare, she soon found her true calling in exploring unique stays, luxury retreats, and showcasing destinations through her lens. She has collaborated with Maharashtra Government Tourism, global hospitality chains like Radisson and Crowne Plaza, and properties across Thailand, Bali, and India. Beyond content, Mitali is an Engineer, PhD scholar, Lecturer, and founder of a social media & marketing agency that handles top brands including OnePlus, OPPO, Flipkart, and Swiggy. At her core, she's a storyteller passionate about inspiring travel and experiences.



SIDDHI is an interactive content creator in today's digital realm, their journey and thoughts are inspirational and important for every budding creator. At the Delhi Creators Summit, organised by and held at the Indian Institute Of Creative Skills, where leading industry professionals and celebrities connected with today's creators, Siddhi as an important voice in the influencing space carried the conversations with pieces are the need of the hour.

SHINY DIXIT, is an Indian actress known for her versatile work across television and web series. She began her acting journey in 2013 with the historical drama Jodhaa Akbar, later appearing in popular TV shows such as Pyaar Ko Ho Jaane Do, Lajwanti, Zindagi Ki Mehek, Ram Pyaar Sirf Hamare and Tera Kya Hoga Alia. Transitioning to digital platforms, she has delivered notable performances in web series like Fuh Se Fantasy, Gandii Baat (Season 3), Tadap, Junoon-e-Ishq, Call Center, Sultan, and most recently Johri and Tadap 2



At the Delhi Creators Summit, our COO Pooja Arora sat down with three dynamic young creators – Mitali, Shiney, and Siddhi – at the Indian Institute of Creative Skills (IICS). They shared their journeys, their thoughts on how AI is shaping the industry, and advice for aspiring content creators and performers.

Pooja Arora: At the start of your careers, what difference would it have made if you had access to an institute like the Indian Institute of Creative Skills, learning directly from industry experts?



Siddhi: When I started, I had very little exposure. I was new to the industry and didn't really know how things worked. There was no one to guide me, so I learned everything on my own through trial and error. Today, I'm proud of the journey and the hard work that got me here. But with platforms like IICS, newcomers don't have to start from scratch, they get a strong foundation from day one. This will make their lives easier.

Shiney: For me, the internet has always been a source of inspiration and information. I began my career in television before transitioning to social media, though I'm not very active online because I feel it sometimes takes away from my identity as an individual and portrays me just as an actor. There are wonderful influencers coming up and creating great content nonetheless. Still, I can see how content-focused platforms like IICS can help creators refine their skills, develop impactful

content, and grow meaningfully.

Mitali: I started during COVID-19, when we were confined to our homes. Social media was the only outlet, but the lack of real-world exposure was a big challenge. Institutes like IICS offer that exposure with a chance to learn directly from professionals and build skills faster. If I had started in today's environment, I could have learned in months what took me years.

Pooja: Looking ahead, how do you see the future of performing arts and content creation evolving especially with AI becoming a bigger part of the process?

Shiney: Many theatre artists shy away from social media because they want to focus on their craft without revealing too much of their personal identity. But if they collaborate with technology and platforms like IICS, they can reach bigger audiences. Hard work matters, but smart work matters more. Technology should be used as a tool and in that sense, AI and institutes like this can be game-changers.

Siddhi: AI has already transformed content creation. I use ChatGPT for story development and AI-powered editing tools to speed up my workflow. These resources weren't available earlier, and they make a huge difference in productivity and creativity.

Mitali: I agree. AI helps us refine ideas. For example, we can feed an

initial concept into ChatGPT, get improved versions, and target our audience better. AI-generated captions also make content accessible for people with hearing difficulties. It's about making content smarter and more inclusive.

Pooja: One last question, what's your mantra for the next generation of content creators and performers?

Shiney: Don't obsess over likes, comments, or view counts. If your content comes from the heart, keep creating and don't give up. Your audience will find you.

Siddhi: Keep your mind buzzing with new ideas. Whether you're at the beach, in the mountains, or promoting a brand, always look for fresh, engaging concepts that can connect with your audience.

Mitali: Content is everywhere in your home, at a restaurant, or during a walk. Don't wait for the "perfect" moment or a big follower count. Start creating now, and the exposure will follow.





GIA GUPTA is a leading digital creator and influencer known for her engaging lifestyle content and authentic voice. With a growing audience across Instagram and YouTube, she represents the new wave of creators shaping India's digital media landscape.

Before Content Creation Became an Industry

Lessons From the First Digital Creators

Prishita: *Earlier, the internet felt like a fame game where we just followed celebrities. How did the idea come to you that you wanted to do this?*

Gia: *When I was in school, 17 years old, I had a lot of acne. People bullied me, called me ugly, and said my face was scarred. I wanted to change schools and, more realistically, change my face. All sorts of feelings arose in my heart and then I got into dancing. My dance teacher used to sit with me after every class and explain why nobody else matters. I don't even know why he did that every time; he would tell me, "Gia, it doesn't matter." Eventually, it stopped mattering. I could go to school and be myself.*

Then one day I thought; how many people go through what I'm going through, and nobody's talking about it? All we saw were celebrities and YouTubers who we didn't relate to. I couldn't find a single person on Instagram I could look at and say, "She's doing it, so I can too." I felt I was the only one dealing with scars and bullying, so I started creating more body-positive content. I had 3,000 followers at that time. I was this friendly girl in high school. I made a video sitting in my room, hair not done, in my night suit, no makeup, and started recording for Instagram. No script; I was talking as if to someone in person. I said it's okay if I have acne and scars; it's still my face, I'll deal with it, and I'm not going to hide it.

Even today, if I have a scar on my face, it bothers me. But once I spoke about it, so many people reached out with long paragraphs: "You made my day better." That's when I decided I have to do this. I had to make more videos. I started on YouTube and Instagram, five-to six-minute videos, no script, no timeline. I posted when I felt an intense emotion about a topic. I used to say that when guys have

acne, they think it's stupid to talk about because it's a "girl's issue," but I tried to change that. A lot of guys texted me. That's why I started. My first video got a lot of love, and I kept making them. I kept posting unedited pictures. Even today I don't use many filters; I don't really edit at all but it works for me. For me, my job is to be relatable. It's not about money or fame. I love making people feel better about themselves.

Prishita (Q2): *What is your take on the miscommunications that a few content creators resort to just to gain traction? How would you address the issue of click bait traps that are all over social media today?*

Gia: *I think that's still happening, courses, diet plans. Even with "miscommunication," there's a lot of bad marketing, products people shouldn't buy, even alcohol and nicotine brands being promoted. There are people who do that because it's about money for them, which isn't "wrong," but I feel the biggest pro of social media is that we all have a voice; the biggest con is whether we use it the right way. Everyone has free speech, Instagram and internet, there's also a lot happening that isn't good, and it's been in recent years. We've all seen recent cases of influencers getting hate, and it gets really bad. There are so many misconceptions that social media is a fairy tale. People seldom see the other side of influencing and the internet. The amount of stuff I have to hear even when I'm not wrong, even when I think I'm doing a good job. My parents hear stuff, even though they're not related to my Instagram. They're just my parents.*

Prishita: *It is important to learn how to express empathy and apathy at a very young age. What the schools primarily focus on today is imparting subject based knowledge*

but often fail to instil life skills in students. Do you feel there should be a newer angle to learning and introducing life skills in a new light in the current education system?

Life skills for me was a place I could be more communicative with my teacher and talk about my issues. I think that's why I feel the way I do today, I have more emotional intelligence than IQ. People don't understand that apathy and empathy; these aren't taught. Parents sometimes forget that alongside morals and values and etiquette, they also have to teach empathy. Today, people with no profile pictures say anything to anyone. Usually we don't care; we're used to it, but when I'm having a bad day and I see a comment: "You shouldn't even be on Instagram; I don't know why you're famous,". Especially with girls, they make it about how you look. It won't matter what I'm talking about, "She's pretty; that's why she's famous." Some people offer knowledge, or entertainment. But people are quick to judge. In this generation you have an aesthetically superficial life to appear normal. It's not normal. It's a luxury that should be seldom. Today everyone seems to be traveling every month. It isn't something treated like a normal situation which affects other people and often makes them feel bad about not traveling.

Prishita: *A few things to touch upon for example, in school - life skills, communication and creativity were optional. This also highlights how the older generations view Influencing and digital content creation as a career option. To understand where the unconventional nature of creativity came from, maybe three or four decades ago, creativity or media wasn't a viable career. How did your family react when they found out that you wanted to become an influencer?*



Gia: I agree. It's still very recent. Even today, for orthodox Indian parents, or families with business or very academic backgrounds, my dad went to SRCC, topped his university. He thought, "My daughter and son will be smart; they'll come into business." That was the plan. For him, it was hard to accept Instagram as something I liked. He said, "I don't understand this." Even today many people don't see it as a career field. It's okay if you don't want it to be your career, but people should understand it's an option. We're making the shift, but orthodox families still aren't very open to social media, YouTube, media in general, as a choice for their children. Many want to be dancers but choose an academic degree due to family pressure. Their thinking is from those four decades ago: "How can you make a living out of Instagram?" But I'm doing it.

Prishita: What shift have you seen since you started, what's new in the last few years, and where do you think content creation and influencing is going?

Gia: There's been an enormous shift. When we started, we were a handful, except the big YouTubers with millions. For us, 10k-15k was a big deal. There was nothing called a "collaboration." I had to search what a collaboration was and how to make my more professional.

It was

a beautiful time, starting something you knew nothing about.

Today, people post with a sole reason, to be famous. I think that's the wrong approach. The right approach is posting because it makes you happy. Today people want to shoot professionally, with perfect lighting, and fret over issues like "my makeup doesn't look good, I'll reshoot." Audiences don't care. The masses care about what you're saying. People post thinking, "This will get 10k likes." That's the wrong mindset. It's like saying, "My business will make X profit this month." You can't confirm that. All you can do is put your heart into it, be honest, put it out, and see how people respond. Then if it doesn't do well, you're not hurt.

Instagram can take a toll on mental health because of expectations: reach, response and future work. The pressure takes a toll but if you start with a free mind, if it works, amazing; if not, you're okay. Everyone is good at something. There's something for everybody. People are forcing themselves into this path even when it's not for them because it's "a thing" now.

Prishita: When people bring their personality to their platform, we see the difference. What if the competition of becoming an influencer simply comes from wanting to share their voice and feel heard?

Gia: When

someone asks how to do this, I say; you don't have to do this, you have to do your own thing. The goal shouldn't be reaching me, a bigger YouTuber, or a celebrity. It's to have your own kind of recognition, anything you want. Also, select a niche. Don't start creating anything randomly to get famous. When someone asks me, I ask, "What are you good at? Talking, dancing, singing, painting?" They say something and add, "But I'm not amazing." I say, "That's what you think, but someone less skilled will think you're amazing." Don't make content everyone is making, there's plenty of that.

Prishita: Do you think content creation will die down as a career opportunity due to the saturation of new content creators coming in?

Gia: If I'm honest, I think the trend will eventually; not anytime soon. Something new always comes up. TikTok ended abruptly, people were sad. I had a TikTok with 120K followers. When it got banned, people called: "What will you do now?" I said, "What do you mean? I was having fun." But many people's livelihood came from TikTok. I thought, "What if Instagram gets banned tomorrow?" It's an app; your followers are on the app. People who know you will know you, but if the app goes, people will remember who you were, not your follower count or posts, only what you left with them.

If you leave a long-lasting impact; on TikTok, when I spoke, people liked it, so they followed me on Instagram. There'll always be a newer app, maybe longer videos, maybe shorter, it'll change. Media will be a big, evolving industry. People will keep becoming YouTubers, influencers, creators. If you're another person doing what ten others are doing, nobody will follow you to another



app. But if I like an influencer, I'll follow them on YouTube if Instagram gets banned. With celebrities, we watch the movie, then we search for them because they leave an impact, good or bad. I think the influencer marketing trend will die down. Brands are paying a lot right now; it's been big the last three years. It will get harder to make a living because the novelty fades.

Prishita: I agree; the gimmick of everyone being an influencer will die down, but the platform evolves and something else will pick up. The industry won't die; it evolves, from YouTube to shorts to long videos. What is your take on it?

Gia: The YouTubers from five years ago are still here because they kept up and even set trends. Big names, Komal Pandey (that styling lehenga-in-five-ways trend), Prajakta Koli, people remember them even if they don't post for a year. She was big on YouTube, then built Instagram. If there's a new app, she'll build there because she stays on top of things. In any career, you need to evolve with time. If the audience shifts from A to B, you shift because that's where your livelihood is. For creative people, it's easier, you have ideas. I didn't realize when we moved from TikTok to Instagram. I thought, "What I was doing there, I can do here."

Prishita: If you had to talk to someone who outright says, "I want to be an influencer/content creator," what are your genuine pieces of advice?

Gia: First: authenticity, be organic. As an audience member, show me two videos and I can tell which was made consciously to "reach" people and which was made for fun. No-makeup videos, hair not done, people like that more today. I also post

without a full face of makeup on and that truly speaks to the audiences. It's the raw appeal for me that just works because my niche requires me to do that.

Second: Consistency. People post once a week and expect to blow up. I post every day; I've been posting daily for two years. I make sure that no matter what, I create content and keep content ready for the next four days. If I'm out, I still have posts scheduled. People get upset when they post for three days and there's no reach, they stop. Be at it. No business was built in one day. No Bollywood celebrity became a star overnight.

Third: Be very honest on Instagram. Don't do things you don't resonate with. The next generation is dependent on us. Whatever you show is what they learn. If I post a picture in a certain way, that's how the younger generation thinks we pose. As Gen Z, where influencing came up, we have a duty to our community and the world. We're the most influential people today.

Prishita: Sometimes you influence people you don't even know. In ninth grade, a little girl from fifth or sixth said, "I want to grow up and be like you." I realized you can influence people without knowing them. Now you do that on a

bigger scale with social platforms. You probably don't know more than 5% of your followers.

Gia: I don't, even though I try to connect with as many as I can. But that 95%, whose names I don't know, still watch me. Another thing people don't realize: I have 242K followers, but the number of people who've seen my profile is different. On my professional dashboard, it's 28 million. You don't realize how many people you're influencing. If a video gets 1 million views, that doesn't mean only the 242K followers saw it. One million people saw it. You were in a million minds at one point. How much difference can you make with that power?

Most of us watch a lot of content daily, but we remember only a few. I might like 70 posts a week and remember one. From a business perspective, if I remember one, I'll go back to them. Virality often won't sustain. What gets you business and a platform is what you said: authenticity, consistency, honesty. Media today is the biggest tool across cohorts. It's the merger of every industry, business, sports, influence, entertainment, core media. It's all co-dependent on the media. That correlation is beautiful. We've spoken about how decades ago it didn't exist and now it does. We agree this sector will keep evolving.



Lingo List (1 point each)

INSTAGRAM BINGO

How Chronically Online are you?
Tick off the words you know/use & add your score!

FYP	GRWM	Aesthetic	Reel	POV
Collab	Trending audio	Shadowban	Engagement	Carousel
OOTD	Stan	Filter drop	Story highlight	Meme page
Niche	DM for collab	Virality	Verified Account	Hard launch
Soft launch	Creator economy	Main character energy	Crosspost	Glow-up
Shadow work <i>(Insta self-help vibe)</i>	Dump <i>(photo dump)</i>	Swipe up	Close friends	Hashtag game

Scoring Categories

1-5 Points **BOOMER**

Still thinks Instagram is for "holiday pics only."

6-10 Points **REEL ADDICT**

Knows the trends, saves audios, tries every challenge.

11-15 Points **STORYTELLER**

Every coffee, sunset, and OOTD deserves a story.

16-20 Points **ALGORITHM FIGHTER**

Speaks in hashtags, prays for reach, always chasing engagement.

21-25 Points **TREND CHASER**

Feeds curated, captions strategic, reels scheduled.

26-30 Points **INFLUENCER ROYALTY**

Lives and breathes content. Brands in the DMs. Knows Insta better than Zuck himself.



Redefining Creativity

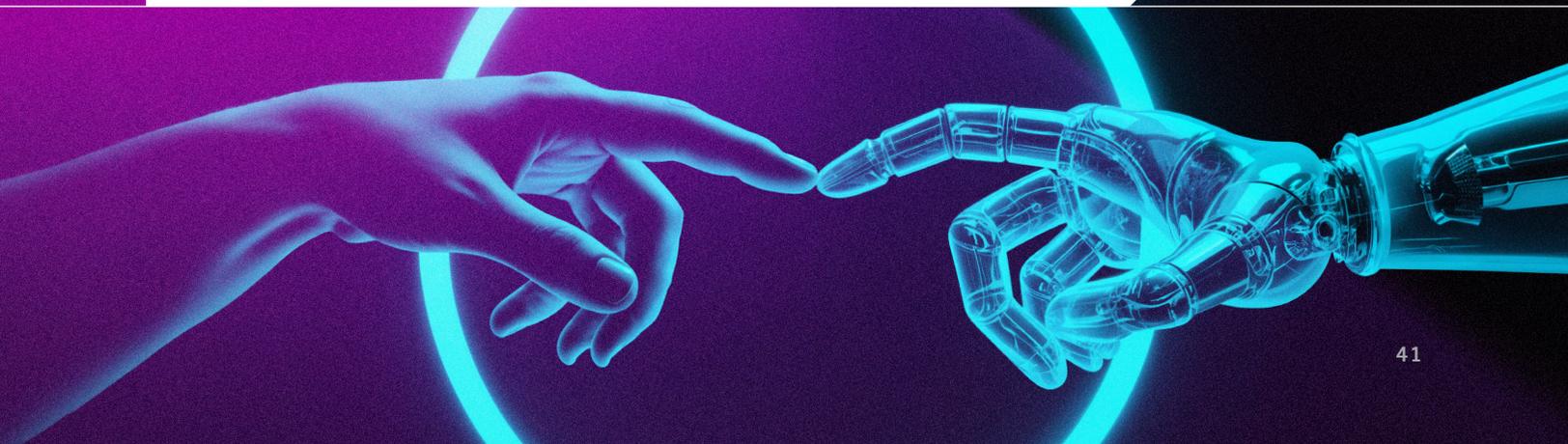
As we wrap up this edition of our magazine, let's take a closer look at a world that's rapidly changing right before our eyes. A world where designers, storytellers, and gamers aren't just creating for fun; they're shaping industries, building futures, and leading India onto the global stage.

From IndiaSkills competitions to viral Instagram reels, from industrial design prototypes to virtual reality classrooms, today's youth are proving one powerful truth: the future belongs to creators who can merge imagination with innovation.

Today, design is a language that speaks to millions. India's young designers, from graphic artists to industrial creators, are showing how visual storytelling and functional innovation go hand-in-hand.

Take Graphic Design Technology at IndiaSkills. Here, participants are not only judged on creativity but also on their ability to design for impact, whether it's a powerful campaign poster, a digital branding kit, or a social awareness message. These designs travel beyond the competition floor; they inspire change in classrooms, communities, and even businesses.

Then there's Industrial Design Technology. Students here aren't just sketching ideas on paper; they're prototyping real products, furniture that adapts to small city apartments, eco-friendly packaging, and tools for rural communities. Every prototype is a glimpse into how design can directly solve problems society faces.



Tools to Master in 2025



WHY IT MATTERS

For a student, learning design today isn't just about employment in advertising or studios. It's about being equipped to innovate in any field, from healthcare to fashion to tech startups.

Scroll through Instagram or YouTube for just five minutes and you'll notice something; Gen Z doesn't consume content the same way older generations do. For them, storytelling is less about a polished documentary and more about realness, interactivity, and speed. That's why they're winning because they know how to build stories that connect deeply, instantly.

A creator doesn't just post a travel vlog anymore. They gamify it with polls ("Guess the next location!"), integrate AR filters to pull viewers into their world, and edit clips using AI-driven editing apps that auto-sync music to video cuts.

Some are even using interactive media design principles, where audiences don't just watch, they participate. Imagine watching a reel and being able to tap to change the background scene, vote on what the creator does next, or unlock bonus content by engaging. That's the future, and it's already here.

New Tools Empowering Gen Z Creators

For a student, building storytelling skills now isn't just for social media fame, it is a sense of expression. Brands, companies, and NGOs are all on the lookout for young digital storytellers who understand audience psychology. Mastering this can mean paid gigs, internships, or even creative video games. "Video games are just for fun." That statement is now as outdated as floppy disks.

The world of 3D digital game art is booming, and it's no longer limited to entertainment. The same skills used to design lifelike characters and immersive environments are being applied to education, architecture, healthcare, and even tourism.

At IndiaSkills, students working in this field aren't simply building games. They're creating entire digital ecosystems, landscapes, avatars, interactive objects that could later be used in simulations, VR classrooms, or digital marketing campaigns.

Imagine medical students practicing surgeries in a virtual 3D lab. Or history students walking through an ancient civilization recreated in game format. Or companies using game-inspired simulations to train employees.



FUTURE TECH TRENDS to Watch

Gamified e-learning
platforms for schools and
universities

Digital twins in product
testing and industrial
design

AI-generated NPCs (non-
player characters) that learn
and adapt

VR & AR in
classrooms
and
workplaces

WHY IT MATTERS

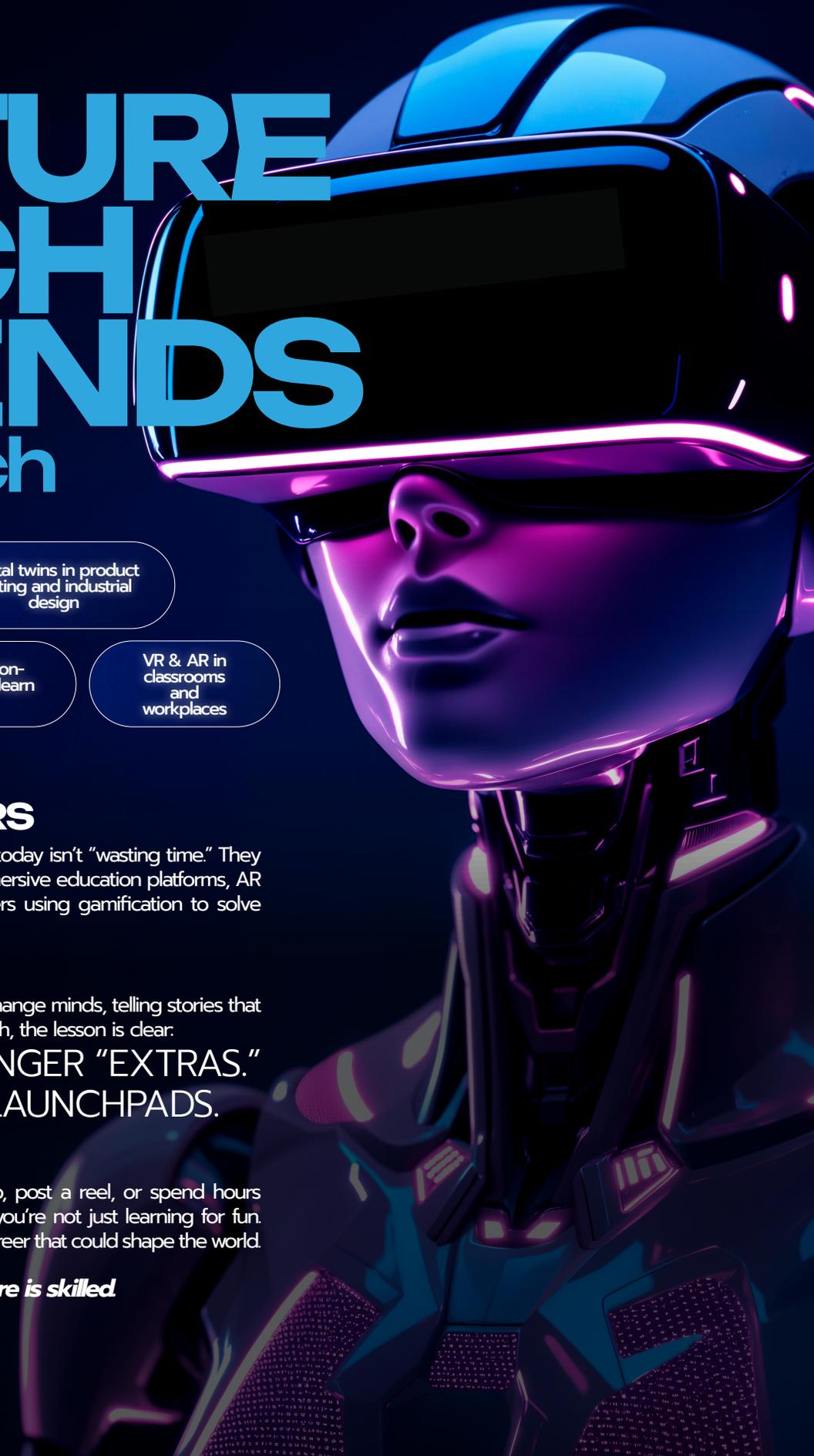
A student passionate about gaming today isn't "wasting time." They could be tomorrow's architect of immersive education platforms, AR marketers, or even product designers using gamification to solve global challenges.

Whether it's designing posters that change minds, telling stories that trend, or building 3D worlds that teach, the lesson is clear:

**SKILLS ARE NO LONGER "EXTRAS."
THEY'RE CAREER LAUNCHPADS.**

So the next time you sketch a logo, post a reel, or spend hours perfecting a 3D model, remember: you're not just learning for fun. You're building the foundation of a career that could shape the world.

***The future is creative. The future is skilled.
And the future is yours.***



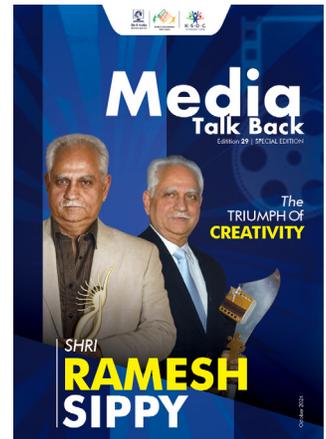
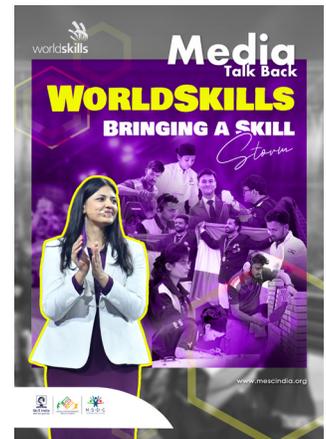
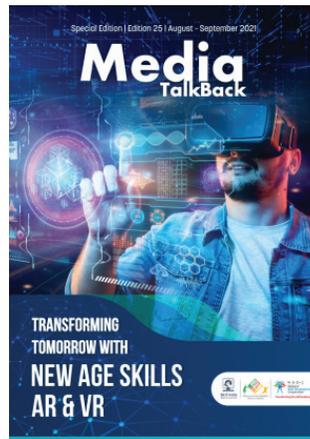
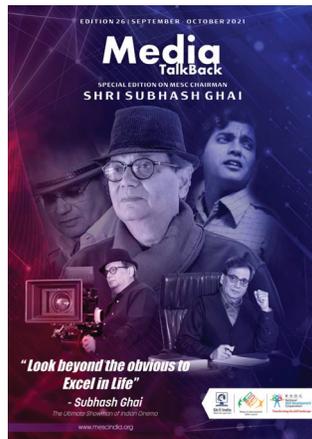


Scan to know more

MEDIA TALKBACK

Unveiling the diverse realms of m&e sub-sectors

Media Talkback, brought to you by the Media and Entertainment Skills Council (MESCC), is a treasure trove of knowledge and insights into the diverse sub-sectors of the media and entertainment industry. With each issue, this informative magazine delves deep into the realms of film, television, animation, gaming, advertising, and more, providing a comprehensive overview of the latest trends, technologies, and developments.



From exclusive interviews with industry experts to in-depth articles exploring the intricacies of different sub-sectors, Media Talkback serves as your gateway to understanding the ever-evolving landscape of the media and entertainment world. Whether you are a student, professional, or simply curious about the industry, this magazine is your key to unlocking the secrets and opportunities that await in the fascinating world of media and entertainment.



MESC INDIVIDUAL MEMBERSHIP APPLICATION FORM

Facilities available to MESC members

- Access to certified skilled manpower
- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

Annual Membership Fees Rs 1,000/-

Lifetime Membership Fees : 10,000/-

MEMBERSHIP FORM

1. Full Name _____ Name of the Organization _____

2. Type Media House Animation/ VFX Studio TV, Film & Production Education Trainee Other (Pls specify)

3. Segment Small Medium Large Other (Pls specify)

4. Address for Communication _____

5. Phone No _____ Email Id: _____

6. Website (If any) _____

7. Membership type: Annually Lifetime

Single Point of Contact (for Organizations)

Name _____

Designation _____ Landline No _____

Mobile No _____ Email Id: _____

7. Segment of interest Instrumentation Automation Surveillance Communication (Broadcast)

8. Mode of Payment NEFT Cheque Cash

Signature

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Bank Account Number: 0359018039336

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- Training and Certification of existing/new manpower
- Design of training programmes as per the requirements of the industry
- Networking Opportunities
- Newsletter/Journal
- Conferences and events of the MESC Sector Skill Council
- Role in designing the National Occupational Standards of the Sector
- Publication of member articles in MESC's publications circulated across the industry
- Policy Advocacy

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Signature

Name of the Bank: PUNJAB NATIONAL BANK
Bank Account Name: MEDIA AND ENTERTAINMENT SKILLS COUNCIL
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- 03 B.A IN DIGITAL CONTENT DESIGN, CREATION MONETISATION
- 04 BBA IN EVENTS& EXPERIENTIAL MANAGEMENT

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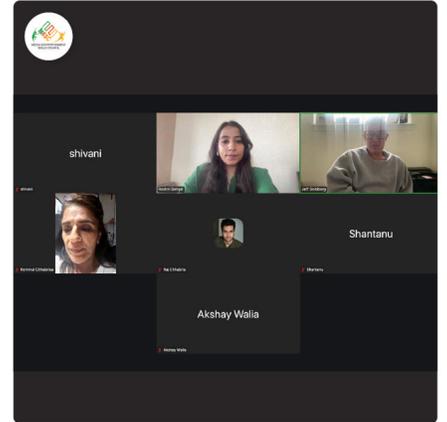




MESC signed MOU with Indian Exhibition, Conferences & Event Services Association.



MESC signed MOA with New Delhi, Young Men's Christian Association (New Delhi YMCA)



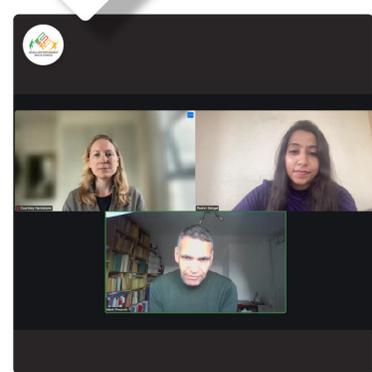
MESC X The Jeff Goldberg School Of Performing Arts



MESC signed MOU with Odisha Rural development and marketing society (ORMAS)



MESC & IICS signed MOU With Cine Musicians Association



MESC X London Film School



MESC connected with the team behind "PANTHOK: 18K- JEJU's forgotten God's, Awakened"



MESC connected with Ms. Shalline Chok - Media solutions, head of sales / Acquisition manager



MESC connected with Hong Kong Trade Development Council.

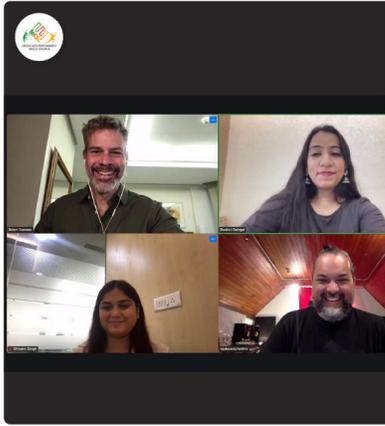


MECAT

MESEC had a meaningful interaction with Marija Krunic, President of the International Filmmaking Academy.



MESEC at CBSE 3rd National Summit.



MESEC X Astrolabio Studio



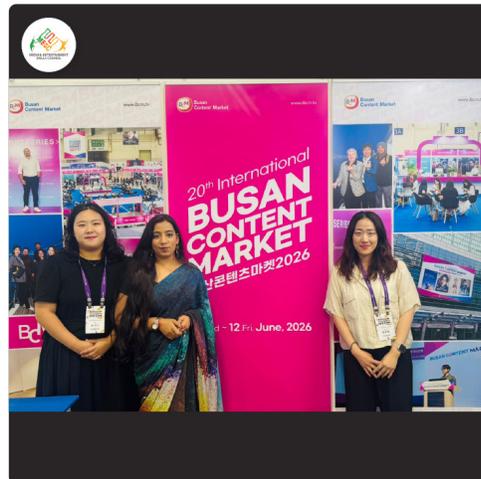
Media & Entertainment Skills Council, had an insightful interaction with Mr. Shekhar Kapur.



MESEC had a delightful meeting during the Cannes Film Festival with Ms. Chhaya Kadam, who is winning hearts with her stellar performance in Laapataa Ladies.



MESEC connected with Ms. Jin ha-eun, CEO of Alles Art.



MESEC connected with Ms. Jina Ha, Marketing assistant manager at BCM organizing committee



MEDIA & ENTERTAINMENT
SKILLS COUNCIL



Skill India
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MEDIA & ENTERTAINMENT SKILLS COUNCIL

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